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CLAIMS:

1. A method of enabling to render mass-market content information to a user, the method comprising enabling to use a profile of the user for control of processing the content information for the purpose of personalizing the rendering during play-out of the content information.

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- 2. The method of claim 1 wherein the profile comprises a dynamic part with biometric information about the user.
- 3. The method of claim 2, comprising acquiring the biometric information via a sensor coupled to the user.
  - 4. The method of claim 1, wherein the profile comprises information about a current activity of the user.
- 15 5. The method of claim 1, wherein the profile comprises a static part based on at least one of: a history of the user, a declared interest, a declared preference.
  - 6. The method of claim 1, comprising:
  - providing metadata indicative of a mood affecting aspect of the content; and
- 20 enabling to match the metadata against the profile for the control of the processing.
  - 7. The method of claim 1, wherein the processing comprises storing the content for personalized rendering later on.

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- 8. A consumer electronics system for rendering mass-market content information to a user, the system comprising:
- a memory for storing a user profile; and

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- a controller coupled to the memory for controlling a processing of the content for the purpose of personalizing the rendering during play-out of the content, under control of the profile.
- 5 9. The system of claim 8, further comprising:
  - a sensor for sensing a current biometric attribute of a user;
  - an interpreter coupled to the sensor and the memory for interpreting an output signal from the sensor within the context of the profile.
- 10. The system of claim 8, configured to receive metadata indicative of a semantic or mood affecting aspect of the content, and wherein the controller is operative to match the metadata against the profile for the control of the processing.
- 11. Control software for being used to control a consumer electronics apparatus

  for rendering mass-market content information to a user, the software being configured to use
  a profile of the user for control of processing the content information for the purpose of
  personalizing the rendering during play-out of the content.
- 12. Mass-market content information accompanied by metadata descriptive of a mood affecting attribute of the content information for enabling to personalizing a rendering during play-out of the content information under control of a profile of the user.